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**EARLY-STAGE CONSTRUCTION FENCING GOES UP FOR WISCONSIN CENTER EXPANSION**

*Marks next step forward in \$420 million project*

**MILWAUKEE - (AUG. 12, 2021)** - The [Wisconsin Center District](#) (WCD) and its construction firm partners [Gilbane Building Company](#) and [C.D. Smith Construction](#) are taking the first physical step towards construction of the multi-million dollar [Wisconsin Center](#) expansion. Fencing has been erected around the perimeter of the former parking lot north of the Wisconsin Center in preparation for early site work, with groundbreaking still planned for later this year.

“It’s incredible to see physical progress being made on the expansion,” said Marty Brooks, president and CEO of the WCD. “We’ve spent the past several years laying the groundwork behind the scenes for this project. Countless hours have been spent seeking feedback and thoughtfully sketching the expansion project on paper. It’s extraordinary to see the team’s hard work beginning to come to life in real time.”

As part of the expansion project, which will double the size of the convention center, the WCD has committed to contracting with at least 25 percent of minority-owned businesses, five percent of women-owned businesses and one percent of disabled veteran-owned businesses. The organization has also pledged that at least 40 percent of on-site construction labor hours will be performed by trade workers residing in the city and/or certified through the city as part of its Residential Preference Program (RPP). The expansion is expected to create 1,150 new on-site construction jobs and 1,150 off-site construction jobs during the build, plus 2,300 FTE jobs upon completion. Once finished, the expansion will allow the WCD to host multiple events simultaneously and offer flexible space arrangements to meet various clients’ needs.

The expansion is expected to be completed and open for business in Q1 of 2024.

For more information and to schedule interviews, please contact Taylor Fisher at (414) 635-7007 or [taylor@kanecommgroup.com](mailto:taylor@kanecommgroup.com), or visit [www.buildingmore.com](http://www.buildingmore.com).

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**Wisconsin Center District**

Experience-obsessed and committed to creating unforgettable moments, the [Wisconsin Center District](#) (WCD) is a quasi-governmental body that operates the [Wisconsin Center](#), which in 2021 will begin undergoing a \$420 million expansion to double its size; [UW-Milwaukee Panther Arena](#); and [Miller High Life Theatre](#) in downtown Milwaukee. The WCD venues are within

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walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, the WCD offers captivating- and buzzworthy-experiences, making Milwaukee a not-to-be-missed destination.

**Wisconsin Center**

The [Wisconsin Center](#), located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin and is ideal for trade and consumer shows, conventions, banquets, business meetings, and celebrations. Currently, the Wisconsin Center offers 188,695 square feet of contiguous exposition space and 37,500 square feet of ballroom space, accommodating up to 1,000 vendors and 10,000 guests. More intimate spaces are also available for groups as small as ten.

In 2021, the Wisconsin Center began undergoing a \$420 million expansion, which will double the size of the convention center space. This will allow the WCD to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs. The expansion is expected to be completed and open for business in Q1 2024. The Wisconsin Center is owned and operated by the Wisconsin Center District and is experience-obsessed and dedicated to providing unforgettable, buzzworthy moments for all clients and guests. For more information and to book an event, visit [wisconsincenter.com](http://wisconsincenter.com).

**About Gilbane Building Company**

Gilbane is a global integrated construction and facility management services firm with strong roots in Southeast Wisconsin over the past 40+ years. Gilbane's downtown Milwaukee office has been steadily growing in recent years. Recognized as the #1 Milwaukee-area contractor by Milwaukee Business Journal (2020), Gilbane has assembled an impressive portfolio of work, while staying true to our commitment of community partnerships, building capacity and safety excellence. Our extensive experience translates into a builder you can trust with valuable lessons learned and best practices on a variety of building types including corporate, high-rise developments, industrial, food and beverage, education, hospitality and municipal, to name a few. Visit [www.gilbaneco.com](http://www.gilbaneco.com) or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

**About C.D. Smith Construction**

C.D. Smith Construction is an industry leader in safely providing the highest quality commercial construction services. Utilizing an integrated approach and self-performing trade services combined with technical expertise, our team serves as a solutions provider throughout all phases of a project from planning through construction. With veteran leadership, and a dedication to our employees and clients, we proudly place our name on projects of all sizes across the United States. Visit [www.cdsmith.com](http://www.cdsmith.com) or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).